



TRADE

Serv-us MARK
BRAND
REGISTERED

Big Coöperative Values in Food Products

OUR NEW YEAR'S GIFT TO THE HOUSEKEEPERS OF NORWICH

Read Our Serv-us Story Below—It Explains Fully Our Coöperative Coupon System

Serv-us, the National Coöperative brand of pure food groceries, is now the most extensively distributed trade-marked brand of food products in thirty-five states.

Serv-us pure food products, sold only on a modern coöperative plan, have demolished all sales records in their field during 1916 and are setting the pace for others everywhere.

To the consumer, this success must be gratifying indeed. Long before the days when the high cost of living was a basic problem of every day life, the manufacturers of Serv-us products were seeking direct methods of coöperative buying in order to best meet the problem of selling high-class groceries on a coöperative basis at a cost below the average advertised brand. With the solution of these problems, success came on apace and today Serv-us products are universally recognized as the National Coöperative line of quality food products.

"Quality first—then one low price" is the slogan of the Serv-us Pure Food Company. Every package of Serv-us products is unconditionally guaranteed to measure up to the highest standard of uniform quality. Every dealer is instructed to back this guarantee to the limit.

When you buy Serv-us products, you are always assured of absolute uniformity of quality no matter where or what particular product you buy. If, for any reason, you are not satisfied with any purchase of Serv-us goods, your money will be refunded cheerfully without quibbling or argument.

Serv-us prices are based on a unique policy of coöperative buying, and if you will investigate when next you visit the grocer,

you will find that Serv-us goods are really sold at a very attractive price. All we ask you to do is to compare quantity, quality and price, and then in your own home to test the quality of any Serv-us product against any package of nationally advertised food products. We know that the verdict will be in our favor.

Serv-us goods are packed in sanitary containers in clean, modern factories. Our products are never sold in bulk and we are pioneers in the field of sanitation and modern methods.

In addition to our low prices, Serv-us food products automatically bring you an additional discount of from 5% to 8% in the form of Serv-us free gift coupons which are issued in various denominations, and every product either contains a coupon in the package or on the label. Approximately they figure 8% discount in valuable gifts on your grocery purchases.

This coöperative method is the soundest, fairest and we find, the most liberal. Our premiums are the best that money can buy, are bought for cash and offer a wonderful opportunity to the home makers of Norwich to furnish and beautify their homes without any additional cost. Through our method, your regular purchasing power is increased and expanded both in quality and value.

Ask your dealer for Serv-us products and insist that the Serv-us label is on every package you receive. If your grocer has not Serv-us products on his shelves, we would appreciate it if you will notify the L. A. Gallup Co.

With all the season's good wishes,

Serv-us Pure Food Company.

L. A. GALLUP COMPANY

WHOLESALE DISTRIBUTORS

NORWICH, CONN.